



PARTNERSHIP GUIDEBOOK



U.S. Department of the Interior Bureau of Land
Management Wild Horse and Burro Program



CONTENTS



SECTION 1: PARTNERSHIP INTRODUCTION	4
Key Positions.....	4
General Rules & Responsibilities.....	4
Identified Programs	5
Reporting.....	5
SECTION 2: PROGRAM OVERVIEW	4
General Application & Approval Process.....	6
Animal Selection	6
Selection Criteria for Horses	7
Selection Criteria for Burros.....	7
Facility Requirements	8
Corral	8
Materials/Construction.....	8
Trailer Requirements	8
Pick-up Locations	9
Pick-up Process	9
Forever Branded Program Participant Responsibilities ..	9
BLM Responsibilities	9
Forever Branded Staff Responsibilities	10
Animal Care	10
Issues or Concerns.....	10
General participant concerns or complaints	10
Violation of training or care requirements.....	10
Participant Conduct.....	11
Non-Compliance Notice.....	11
Advertising	11
SECTION 3: PROGRAMS	13
Branded Partnerships	13
Application Process.....	13
Rules & Regulations.....	13
Safe Landing Policy.....	15
Adopted Horses/Burros.....	15
Sale Authority Horses/Burros	15
Adoption & Sales Process	15
Unadopted/Unsold Animals.....	17
Payments	18
Branded Adoption Centers	20
Overview	20
Application Process.....	20
Pick-Up & Delivery.....	20
Program Pick-Up & Returns.....	21
Adoption & Sales Process	21
Rules & Regulations.....	22
Payments	23
Event Approval Process.....	23
Branded Adoption/SALE Center Payments	24
Branded Bonanza	28
Overview	28
Application Process.....	28
Foster (open to adult trainers only; 18+)	28
Sale Adoption (open to adult and youth trainers)	28
Sales Authority (open to adult and youth trainers)	29
Pick-Up Process.....	29
Event Production	30
Adoption & Sales Process	30
Rules & Regulations.....	30
Payout	31
SECTION 4: ROLES & RESPONSIBILITIES	33
SECTION 5: STAFF & CONTACTS.....	35



SECTION 1: PARTNERSHIP INTRODUCTION



The Bureau of Land Management (BLM)/Forever Branded partnership is a vital collaboration in placing more animals into private care and building public support for BLM management actions. This partnership guidebook identifies and implements processes, procedures, and expectations that guide the partnership to ensure all parties communicate in a positive, timely, and effective manner throughout the year.

Forever Branded, in partnership with the BLM's Wild Horse and Burro Program, created Branded Partnerships, Branded Adoption Centers, and Branded Bonanza to bring trainers, facility owners, and adopters together for the goal of placing wild horses and burros into long-term private care. Individuals participating in Forever Branded programs are responsible for all costs associated with the humane care of the animals while in their possession, including facility maintenance/repair, veterinarian care, farrier, disposal costs, feed/grain, and any necessary supplements. Only approved trainers/operators/competitors may pick up animals for Forever Branded programs. Program participants are compensated in the methods detailed in this partnership guidebook and once all Forever Branded and BLM paperwork is complete.

The BLM Program Officer and the Grants Management Officer oversee and monitor the technical aspects of the cooperative agreement between BLM and Forever Branded. One or more Technical Advisor(s) may be appointed by the Program Officer to assist in oversight and guidance of the program as well.

BLM & Forever Branded employees and immediate family members are not eligible to participate in these Forever Branded programs/events.

KEY POSITIONS

These positions carry out the following duties in relation to the cooperative agreement and programs outlined in this guidebook:

- **PROGRAM OFFICER (PO):** The PO oversees the collaboration between the BLM and Forever Branded in carrying out the management, development, implementation, and evaluation of the proposed work. The PO is also the first point of contact (POC) for any issues, questions, or concerns regarding this cooperative agreement and/or programs outlined within this guidebook. The PO is a BLM employee.

- **GRANTS MANAGEMENT OFFICER (GMO):** The GMO provides technical oversight to ensure that the parties adhere to the terms of the cooperative agreement. The GMO is a BLM/federal employee.
- **TECHNICAL ADVISOR (TA):** The TA assists the PO in carrying out management, development, implementation, and evaluation of the proposed work. TAs should not be considered a primary POC. The TA is a BLM employee.
- **PROGRAM MANAGER (PM):** The PM is responsible for all communication with Forever Branded program participants, program oversight, management, and compliance with the rules and regulations surrounding programs outlined in this guidebook. The PM is a Forever Branded employee.

GENERAL RULES & RESPONSIBILITIES

BLM personnel are responsible for:

1. Providing technical advice/guidance/overall support.
2. Responding to Forever Branded concerns as they arise.
3. Conducting periodic checks at Forever Branded events that place BLM wild horses and burros and educate the public.
4. Approving facilities for trainers/operators/competitors involved in Forever Branded programs to ensure they meet the BLM minimum requirements for the safety and welfare of the animal in accordance with federal regulations current Comprehensive Animal Welfare Program (CAWP) mandates.
5. Reviewing and approving/declining applications for adoption/sale of animals enrolled in Forever Branded programs, as well as finalizing paperwork and payment from adopter/purchaser.
6. Ensuring the humane treatment and care of the wild horses and burros involved in Forever Branded programs until they are no longer protected by the Wild Free-Roaming Horses and Burros Act.

Forever Branded personnel are responsible for:

1. Accomplishing its mission of creating and fostering community through education, engagement, and animal placement through creation, development, and carryout of strategic and innovative programs.
2. Providing opportunities for the public to become involved in the wild horse and burro community, and assisting the BLM in securing long-term homes for excess wild horses and burros.

3. Execution of an education and outreach program that will increase awareness of wild horse and burro management and current issues, and spark conversation leading to successful placement of wild horses and burros within Forever Branded programs and those in BLM care.
4. Developing necessary documentation, processes, and reporting to support its programs, ensuring program success as well as healthy animals. This includes, but is not limited to, programming applications, rules and regulations, CAWP adherence, and reporting.
5. Advertising for, locating, approval, and review of all program participants in accordance with BLM standards.

IDENTIFIED PROGRAMS

The following programs have been identified as beneficiaries of the cooperative agreement and will adhere to the rules and regulations outlined in this guidebook.

- [Branded Partnerships](#)
- [Branded Adoption Centers](#)
- [Branded Bonanza](#)

REPORTING

On a monthly basis Forever Branded Operations will provide PO with a comprehensive Monthly Report. The PO or TA should thoroughly review the Monthly Report to ensure accuracy and relay any concerns or questions to the PM. The report will consist of:

1. A listing of all approved and any suspended Branded Partnerships trainers, if any, the animals in their care, the status of those animals (available, adopted, in training, etc.), and contact information.
2. A listing of all approved and any suspended Branded Adoption Centers, if any, the animals in their care, the status of those animals (available, adopted, etc.), and contact information.
3. A listing of each Branded Bonanza event and all animals and trainers involved in the event, when available.
4. A listing of placements displayed by month, by state (region), and by year-to-date totals.
5. Any additional information needed by the BLM.



SECTION 2: PROGRAM OVERVIEW



GENERAL APPLICATION & APPROVAL PROCESS

1. Forever Branded will receive and complete an initial review of the Branded Partnerships, Branded Adoption Center, or Branded Bonanza application package ensuring that all necessary information is provided. This includes, but is not limited to:
 - Screening the facility information for BLM eligibility
 - Reviewing and contacting applicant references
 - Conducting interviews and facility walkthroughs
2. Forever Branded will send the application and facility photos to the BLM Authorized Officer (AO) for facility approval. The AO will review the applicant's information and reply to Forever Branded within ten (10) business days.
3. BLM will contact Forever Branded with concerns regarding applicants immediately and provide documentation upon request. See the Issues or Concerns section for more information.
4. All program participants are approved for a certain number of animals based on the information provided in the facility portion of their application, BLM review, and the subsequent interview and facility walkthrough. This number may be increased at a later date contingent on BLM staff conducting a facility inspection. BLM regulations require physical inspections under certain circumstances including when twenty-five (25) or more untitled wild horses or burros are at one location. If BLM AO has questions or requires further clarification on the applicant's application, they may contact the applicant directly.
5. If BLM AO POC is unable to review the applicant materials within ten (10) business days, they are responsible for providing Forever Branded staff with an alternate POC. If no alternate POC is provided, Forever Branded staff will reach out to the PO or assigned TA to continue the review process.
6. Approval must indicate the number of animals the facility is approved to hold. Facilities should be approved for the maximum number of animals based on BLM minimum facility requirements and the information that is provided on the application.
7. Forever Branded will determine application completion, participant experience, references, and overall eligibility for the program and will communicate with applicants concerning final determination. Final trainer approvals will be provided in the Forever Branded Monthly Report.

8. Applicants that have or are currently participating in the BLM's Adoption Incentive Program (AIP) are eligible to participate in Forever Branded programs, however they will not be eligible for AIP payment for wild horses or burros enrolled in Forever Branded programs. Participants may hold, train, and sell/reassign AIP horses outside of the Forever Branded programs, but horses or burros in the AIP will not cross over into Forever Branded programs.

ANIMAL SELECTION

Once a Forever Branded program participant's application has been approved, they are eligible to pick up animals. Participants will not contact BLM or approved pick-up locations about picking up animals until the application has been officially approved by Forever Branded.

In an effort to support the BLM in successful placement of historically less adoptable horses, animals available to Forever Branded program participants will primarily be bays, browns, and sorrels, aged 2 and above. The BLM will seek to avoid placing stallions/jacks or known pregnant mares/jennies with program participants. If a mare/jenny foals in a participant's care, the participant is required to coordinate with their AO to arrange documentation of the foal.

At no point will available animals be held for Forever Branded program participants.

Participants will not contact BLM or approved pick-up locations about picking up animals until the application has been officially approved by Forever Branded.

1. BLM will provide a predetermined group of animals for program participants to select from at corrals or designated pick-up locations. The predetermined group of animals are available for adoption/sale to the public until picked up by a program participant. Participants must make an appointment with the pick-up facility, identify themselves as a Forever Branded program participant, and state the program in which they are participating. In the event of picking up at a satellite adoption event, program participants may choose from available animals that meet program eligibility requirements starting 2 hours before event completion. Advanced shipping

arrangements are required if a dedicated Forever Branded program pick-up is requested.

2. In the case of satellite adoptions, the AO may make exceptions to animal eligibility depending on what animals are still available at satellite adoption events.
3. Animals are to be healthy – no chronic injury, lameness, or serious physical defect (includes severe tooth loss or wear, club foot and other acquired or congenital severe abnormalities), in a Henneke condition class greater than or equal to 4.0, possess a current negative Equine Infectious Anemia/Coggins test, be up to date on vaccinations and deworming, and have properly trimmed hooves. Further information can be found within the [Comprehensive Animal Welfare Program \(CAWP\) guidelines](#) and within the [Care & Feeding Guide](#). The negative Coggins test must be valid for at least 90 days post pickup. Additionally, the Coggins test must be valid for the state to which the animal is being transported and will be issued an individual coggins where required. Animals being moved interstate must have a current, valid Certificate of Veterinary Inspection (Health Certificate) to the trainer's destination, including a temperature waiver if required by the destination state. Adopters and/or purchasers are responsible for obtaining CVIs and temperature waivers to their final destination.
4. BLM will ensure that the animals available for Forever Branded program selection meet the criteria below.

Selection Criteria for Horses

- For all Forever Branded programs:
 - Adoptable or sale eligible
 - Bay, brown, or sorrel
 - Geldings or mares only
 - NO mare and foal pairs
 - NO known pregnant mares**
- Age for horses enrolled in Branded Partnerships or Branded Adoption Centers:
 - 2-years-old or older*
- Ages and special considerations for horses enrolled in Branded Bonanza:
 - Adult division & youth riding division: Horses must be 3-years-old or older* and must be within a 2-year range per event. For larger events, a wider

age range may be considered.

- Youth in-hand division: Horses may be a yearlings or 2-year-olds
- For all divisions, no previously fostered or adopted horses are eligible for competition (this includes Branded Partnerships, prison programs, etc.).

Selection Criteria for Burros

Burros will be available to Forever Branded programs at the AOs discretion. If burros are made available for Forever Branded programs, they will meet the criteria below.

- For all Forever Branded programs:
 - Adoptable or sale eligible
 - Grey or brown
 - Geldings or jennies only
 - NO jenny and foal pairs
 - NO known pregnant jennies**
- Age for burros enrolled in Branded Partnerships or Branded Adoption Centers:
 - 2-years-old and older*
- Ages and special considerations for burros enrolled in Branded Bonanza:
 - Adult division: Burros must be 3-years-old or older* and must be within a 2-year range per event. For larger events, a wider age range may be considered.
 - Youth division: Burros may be a yearlings or 2-year-olds
 - For all divisions, no previously fostered or adopted burros are eligible for competition (this includes Branded Partnerships, prison programs, etc.).

* BLM State Leads or Off-Range Corral Managers must request approval for any animal(s) younger than two years old to be placed through a Forever Branded program, unless for a youth program. Requests must be sent to the PO, the Forever Branded PM, and the BLM National Shipping Coordinator before releasing those animals to any approved participants. This will be reviewed on a case-by-case basis. A new request must be submitted for each occurrence.

** If a mare or jenny has a foal while in custody of a Forever Branded program participant, the participant must contact the BLM AO and Forever Branded PM to determine the next steps. The participant may receive compensation at \$2/day, payable by Forever Branded, at a maximum of 100 days for the foal's care until the mare/jenny and foal are adopted. The trainer is responsible for submitting a completed [Forever Branded Invoice Form](#) to Forever Branded to receive the aforementioned compensation.

5. Animals that have previously been adopted to the public through a Forever Branded program, and then returned are no longer eligible for Forever Branded programs. Animals that have been picked up by a Forever Branded program participant, but returned before adoption, remain eligible. Contact the PM to confirm animal eligibility in these cases.

FACILITY REQUIREMENTS

Participants are required to meet and maintain BLM minimum facility requirements as dictated by the [current Comprehensive Animal Welfare Program \(CAWP\)](#). Additional requirements above and beyond the BLM minimum standards may be required by Forever Branded. Requested materials may include, but are not limited to: photos, videos, and virtual or in-person facility inspection.

Note: The BLM's Comprehensive Animal Welfare Program is a proactive program for protecting the welfare of wild horses and burros under the agency's management and protection. The BLM is committed to protecting animal welfare and providing humane care and treatment to all wild horses and burros protected by the Wild Free-Roaming Horses and Burros Act.

Program participants must provide a corral/ enclosure meeting the following requirements:

Corral

- A minimum of 400 square feet (20 feet x 20 feet) for each animal.
- Horses need to be maintained in an enclosure at least 6 feet high.
- Burros need to be maintained in an enclosure at least 5 feet high.
- Ungentled animals should not be released into a large open area, such as a pasture, as the animal may not be easily re-caught for training or veterinary care. However, once the animal is gentled, it may be released into a pasture or similar area.

Materials/Construction

- An acceptable corral must be sturdy and constructed out of materials such as wooden or metal poles, pipes, or planks (minimum 1.5 inches in thickness) without dangerous protrusions.
- Fences must be of stout design and be maintained in proper condition with no holes, gaps, or sharp edges which could result in

animals being injured. Barbed wire, large-woven mesh, stranded and electric materials are not acceptable for fencing. Horse fence (V mesh or 2"x4" square) is acceptable.

- Posts must be a minimum of 6 inches in diameter and spaced no farther than 8 feet apart.
- Horizontal rails should be 3-inch minimum diameter poles or planks at least 2"x 8". If poles are being used, there should be a minimum of five horizontal rails, and with 2"x 8" planks, there should be at least four rails. No space between rails should exceed 12 inches. All rails should be fastened to the inside of the post with either heavy nails or lag screws.
- A shelter must be provided for your horse and/or burro(s) in cases of inclement weather and temperature extremes. Regional shelter requirements can be [found online](#) or verified by contacting your administering BLM office.
- Applicants will not be approved until all facility requirements are met. Forever Branded is unable to review or approve trainers where the facilities are not fully constructed or complete.

Note: Applicants will not be approved until all facility requirements are met. Forever Branded is unable to review or approve trainers where the facilities are not fully constructed or complete.

TRAILER REQUIREMENTS

Horses and burros must be transported in a stock-type or horse trailer with a rear swing gate.

The trailer must have the following:

- A covered top.
- Sturdy walls and floors, with a smooth interior and free from any sharp protrusions. The floor must be covered with a non-skid material.
- Ample headroom and adequate ventilation.
- Removable partitions or compartments to separate animals by size, sex, and species, if necessary.

Photos of trailers may be requested prior to pick-up to make sure that they meet the safety standards.

PICK-UP LOCATIONS

BLM Corrals: Forever Branded program participants MUST schedule an appointment with BLM in advance to pick up animals at corrals. Appointments are set based on BLM availability. Upon application approval, Forever Branded will provide program participants a list of approved pick-up locations and contact information.

BLM Satellite Events: BLM will specify pick-up times (generally occurring not more than 2 hours before the completion of an adoption event) and select animals eligible for Forever Branded program participants. BLM will not ship animals to participants or individual eligible horses or burros to satellite events.

Branded Adoption Centers: If identified as an eligible pick-up point, Forever Branded program participants may pick up from an approved Branded Adoption Center. If picking up for Branded Partnerships, the Branded Adoption Center operator must complete the Invoice Form and return to Forever Branded within 24 hours of pick-up. Forever Branded will share the form with the BLM AO.

PICK-UP PROCESS

Timely coordination of actions related to Forever Branded programs is critical to the success for both the BLM and Forever Branded. Funding is provided to the states for work associated with Forever Branded programs and should be used, in part, to ensure that paperwork related to these actions are provided to Forever Branded within ten (10) days of receipt. The following information applies to Branded Partnerships and Branded Adoption Centers only. Specific Branded Bonanza pick-up processes are outlined in that program section within this guidebook.

Forever Branded Program Participant Responsibilities:

1. Forever Branded program participants are required to contact the desired pick-up location at least one week in advance of the requested appointment date, except in the case of specified Branded Bonanza pick-up dates and times. Facility manager will consider based on staff, other loads, duties, etc. Please review specific Branded Bonanza pick-up information within the respective program overview within this guidebook.
2. Forever Branded program participants will pick up or collaborate with Forever Branded and BLM to arrange for BLM transport/delivery of animals.

3. Program participants are responsible for management of all paperwork received from the BLM. Paperwork is to be given to the approved adopter/purchaser or returned to BLM with the animal.
4. For Branded Adoption Centers, it is the operator's responsibility to ensure that the approved number of animals is not exceeded. If the approval amount is exceeded, Forever Branded will consult with the PO and the TA to determine the response.

BLM Responsibilities:

1. For Branded Partnerships pick-up, BLM must confirm that the Branded Partnerships trainer has followed all processes in this document and is an approved Branded Partnerships trainer prior to picking up an animal(s). The BLM will reference the Forever Branded monthly report or contact the Branded Partnerships Manager to confirm.
2. For Branded Partnerships and Branded Adoption Center pick-up, trainers and operators must complete and sign a Foster Care/Training Agreement & Pick-Up Form in conjunction with the BLM AO, prior to taking animals to their facility. This form is shared with Forever Branded and the BLM. If foster animals are used for a Branded Bonanza event, the competitors will also be required to complete the Foster Care/Training Agreement & Pick-Up Form in conjunction with the BLM AO.
3. BLM will provide Forever Branded program participants with original or copy of all animals' health papers, including Coggins (meeting end state regulations), BLM preparation record, Certificate of Veterinary Inspection, and brand inspection depending on state regulations.
4. BLM will ensure the Foster Care/Training Agreement & Pick-Up Form is complete and return to Forever Branded within ten (10) business days of pickup. If BLM delivers the animals to a Branded Adoption Center, the BLM will complete the Foster Care/Training Agreement & Pick-up Form, indicating the animals were delivered to the operator, and return to Forever Branded within 24 hours of delivery.
5. BLM will send a copy of the [Foster Care & Training Agreement Form](#) to the AO if different from the pick-up location, within ten (10) business days of pick-up.

Forever branded staff responsibilities:

Once an animal is in the care of a program participant, it is Forever Branded's responsibility to track how many days the animal has been in training, etc., if the participant requests a training extension, etc.

Forever Branded staff will monitor all communication with program participants throughout the care duration of the animal and ensure all program requirements are met.

If a participant is needing an alternate pick-up, the participant will contact Forever Branded and Forever Branded will contact the BLM regarding the alternate pick-up request.

ANIMAL CARE

Participants are responsible for all costs associated with the humane treatment and care of the animals while in their possession, including facility maintenance/repair, veterinarian care, waste disposal costs, and feed/grain and other needed supplements. None of these costs will be reimbursed by Forever Branded or BLM. If condition was preexisting to delivery/pick-up, participants will coordinate with AO to determine care assistance and next steps.

Participants are required to provide care in accordance with this guidebook, as well as the Wild Free-Roaming Horses and Burros Act (16 USC 1331-1340), applicable regulations at 43 CFR Part 4700, the [BLM Care & Feeding Guide](#) and [current CAWP standards](#).

ISSUES OR CONCERNS

To resolve issues and concerns, Forever Branded and BLM must document in writing all concerns, complaints, or violations as listed below and provide such documentation to Forever Branded and BLM PO. PO will include GMO when needed.

General participant concerns or complaints:

1. Each party is responsible for immediately notifying the other if either party receives complaints regarding an approved Forever Branded program participant. This includes the following:
 - Inhumane care or training of a Forever Branded program enrolled animal
 - Negatively portraying Forever Branded, Branded Partnerships, Branded Adoption Centers, or the BLM Wild Horse & Burro Program
 - Failure to meet and/or maintain BLM facility requirements

- Failure to communicate about the location of a Forever Branded program enrolled animal
- Failure to communicate about the placement process of a Forever Branded program enrolled animal
- Numerous returns of unplaced animals or multiple failed adoptions or sales
- Lack of adopter/purchaser satisfaction (as documented by complaints to Forever Branded or BLM)
- Failure to return unplaced animals to a BLM facility within 150 days of pick-up, or failure to make arrangements for an extended training period with Forever Branded and BLM
- Exceeding the number of animals approved to hold/train

Violation of training or care requirements:

1. PO, GMO, and Forever Branded PM will discuss next steps should BLM and Forever Branded determine a violation of training or care requirements has occurred. PO will coordinate with AO and TA when necessary. Actions could include participant probation, participant removal, animal repossession, or law enforcement action. Forever Branded program participants are under contract with Forever Branded, not the BLM; therefore, the BLM has no authority to remove a participant from Forever Branded programs. BLM is the final authority over determining if a participant is providing humane care to a wild horse and/or burro. The BLM has the authority to immediately remove animal(s) from the participant if the participant violates federal regulations and the animal is in imminent danger. The BLM AO must notify the PO and Forever Branded POC immediately if an approved participant is demonstrating any actions that could lead to the participant becoming ineligible to participate in Forever Branded programs by abuse of Forever Branded rules or federal laws or regulations.
2. The BLM AO must provide GMO, PO, and Forever Branded POC with written documentation detailing specific foster care agreement violations or conduct issues if BLM is recommending that the trainer no longer be approved for future pick-ups.
3. The Forever Branded POC must notify the BLM AO and PO immediately if they are made aware of any issue with a participant, or an animal, that could potentially put the participant in violation of the care and training requirements outlined in this guidebook and/or federal laws and regulations.

4. BLM and Forever Branded staff must coordinate to determine the final outcome of the disposition of the animal(s).

PARTICIPANT CONDUCT

The management of America's wild horses and burros is a complicated and serious issue that requires a thoughtful approach. Approved participants within Forever Branded programs are ambassadors for the wild horses and burros under their care and training, as well as Forever Branded as an organization and the BLM. By partaking in these programs, participants help advance the mission of increasing awareness and placement of wild horses and burros and building community. Approved participants can encourage the placement and training of wild horses and burros by training of animals, interacting with potential adopters or purchasers, or social media management, among other actions. Participants within Forever Branded programs are held to the highest standards and are expected to follow a certain level of conduct, which includes but is not limited to:

1. Portraying least resistance and humane training methods while working with wild horses and burros.
2. Maintaining a professional and informative relationship while working with any potential adopters/purchasers.
3. Fostering positive and professional relationships while working with BLM and Forever Branded staff.
4. Creating a positive and professional environment through advertisements and on social media through appropriate posts, photos, comments, etc.

It is a privilege to be a Forever Branded program participant and the eligibility of any participant who is found to be portraying Branded Partnerships, Branded Adoption Centers, Branded Bonanza, Forever Branded, BLM, or other Forever Branded program participants or adopters negatively or in an unprofessional manner will be re-evaluated. Forever Branded program eligibility can be revoked at any time for violations.

Participants who have concerns regarding the health and welfare of animals in other Forever Branded participant's or adopter's care should report their concerns directly to the Forever Branded Program Manager (PM).

NON-COMPLIANCE NOTICE

Participation in Branded Partnerships and any other program offered by Forever Branded is strictly invitational. Therefore, if Forever Branded determines at any time that a trainer is not meeting or exceeding

its moral code or professional expectations, stated formally or not, Forever Branded reserves the right to remove them from any and all programs immediately. In this case, trainers would not receive payment for any time, travel or effort incurred. All determinations of Forever Branded are final.

Examples of non-compliant behavior are listed below:

1. Injuring or killing an animal as a result of inhumane treatment or handling.
2. BLM-documented compliance issues or repossessions.
3. Failure to maintain BLM facility requirements.
4. Lack of adopter/purchaser satisfaction (as documented by complaints to Forever Branded and/or BLM).
5. Exceeding the number of animals approved to hold/train.
6. Failure to appropriately identify the animal(s) as available for adoption/purchase.
7. Negatively portraying Forever Branded, Branded Partnerships, Branded Adoption Centers, Branded Bonanza, BLM Wild Horse & Burro Program, Forever Branded sponsors/partners, or other Branded Partnerships trainers.
8. Negatively portraying the trainability/ versatility of the wild horse or burro.
9. Failure to communicate with Forever Branded or the BLM regarding Branded Partnerships animals in your possession.
10. Failure to make arrangements for further extension of the training window or return non adopted/sold animals to the BLM or Mustang Adoption Center within 150 days of pick up if other arrangements have not been made.
11. Numerous returns of non adopted/sold horses or burros or multiple failed adoptions/purchases.

This list is meant to provide examples of non-compliant behavior and is not intended to be comprehensive.

ADVERTISING

Participants in Forever Branded programs are responsible for soliciting qualified adopters/purchasers with aid from Forever Branded; however, the BLM will be responsible for approving adopters/purchasers.

Once approved as a Branded Partnerships trainer

or Branded Adoption Center operator, Forever Branded will provide the participant with the following:

1. A listing in the Trainer/Operator Database which advertises locations of Branded Partnerships trainers and Branded Adoption Centers to the public online.
2. Horse/burro listings via the Forever Branded Classifieds platform using participant provided photos, videos and information.
3. Regular promotion of available animals listed on the Forever Branded Classifieds platform via Forever Branded social media platforms to drive awareness and spark adoptions. Participants who want to share their animals on Forever Branded Classifieds will need to provide information via the Classified Listing Form.
 - Promotion of participant's approved adjunct programs such as clinics, lessons, ongoing training opportunities, networking, etc., through Forever Branded social media platforms and website. Participants will need to provide the required information to Forever Branded through the Adoption/Clinic Event Form.
4. Access to the Branded Program Hub, a digital database housing the following:
 - BLM Wild Horse and Burro Adoption Requirements
 - Contact list of BLM and Forever Branded POC's
 - List of recommended social media groups where available animals can be shared to garner interest among potential adopters.
 - Forever Branded program banner graphics
 - Forever Branded program social media graphics
 - Forever Branded Logos

- Partnership Guidebook
- Contact list of approved "troubleshooting" trainers available to assist when/if needed during the training process.

5. Database of training videos and materials offering opportunities to further training techniques and knowledge from experienced wild horse trainers, once available.
6. Access to a private Facebook group where approved trainers can ask questions and solicit help from a community of experienced trainers to ensure their success in placing well-adapted horses and burros into the perfect, long-term home and advancing their training techniques, once available.
7. Additional tools as they become available.

Approved Branded Bonanza competitors will be provided with the following:

1. Database of training videos and materials offering opportunities to further training techniques and knowledge from experienced wild horse trainers, once available.
2. Access to a private Facebook group where approved trainers can ask questions and solicit help from a community of experienced trainers to ensure their success in placing well-adapted horses and burros into the perfect, long-term home and advancing their training techniques, once available.
3. Access to a public Facebook group to follow other program participants, share their journey, and garner interest in their animal if available for reassignment/sale following the competition.





Section 3: Programs



BRANDED PARTNERSHIPS

Through the Branded Partnerships program, Forever Branded engages eligible trainers from across the United States to foster, train, and identify potential adopters/purchasers for BLM wild horses and burros.

Application Process

1. Interested trainers must complete and submit the Branded Partnerships application online through the Forever Branded website. If unable to submit the application online, a printed application may be made available by contacting Forever Branded. Applications will be reviewed and processed as they are received.
2. Applications will be reviewed by both Forever Branded and BLM staff for accuracy, completeness, and eligibility. References will be contacted and verified by Forever Branded staff. An applicant interview may be conducted as part of the application process, as will a facility inspection conducted either by Forever Branded or BLM personnel either in person or virtually as necessary.
3. Applicants will be contacted by Forever Branded via email (unless otherwise requested) if accepted as an approved trainer for Branded Partnerships. Forever Branded is not responsible for unreceived emails. Prior to Forever Branded approval, the BLM office of jurisdiction may contact applicants to discuss facilities; however final approval for program participation will come from the Forever Branded PM.
4. Once approved as a trainer, an acceptance packet will be sent by email containing a contract, payment paperwork, program information, rules, policies, and other details. Acceptance packet will only be sent by mail as needed.

Rules & Regulations

1. Only approved trainers may pick-up, train, and assist BLM with the placement of animals through Branded Partnerships.

2. Eligibility is reassessed on an annual basis. A renewal notice is sent out to all active Branded Partnership trainers every year and a review must be completed by Forever Branded for a trainer's status to continue as "active."
3. BLM employees, Forever Branded employees, and their immediate family are not eligible to participate in Branded Partnerships. Additionally, any program employees who actively work for the BLM either directly or through prison equine training programs or other BLM agreements are ineligible for Branded Partnerships.
4. Trainers must be at least 18 years of age.
5. Trainers must have no prior convictions for violence, inhumane treatment of animals under the Wild Free-Roaming Horses and Burros Act of 1971 or violation of federal regulations.
6. Trainers must be able to demonstrate, through the application and interview process, that adequate feed, water, and facilities are available to provide humane care in accordance with [CAWP](#) of any animal(s) accepted through this program.
7. Trainers must house the animal(s) in the United States.
8. The trainer's facility and trailer must meet BLM's requirements detailed above.
9. Trainers will be responsible for transportation of the horse/burro(s).
10. Trainers must demonstrate to Forever Branded, through the application and interview process, a record of successfully gentling/training animals using least resistance training methods (natural horsemanship gentling techniques).
11. Trainers must understand that, until titled by the BLM, the animal cannot be sold, traded, or given away. Nor can they be neglected, abandoned, inhumanely treated, used as bucking stock or for other commercial purposes.

12. In the case of serious injury or death of the horse or burro, trainers are required to notify the Forever Branded PM and BLM AO within 24 hours of the occurrence. Trainers will be required to submit a veterinarian's report to Forever Branded (which will then be shared upon request with BLM PO and AO) within 24 hours. All costs to be covered by the trainer.

13. Training Requirements

- Trainers must have the horse/burro(s) in training for a minimum of 30 days before completing the adoption or purchase process discussed in this guidebook. Trainers are encouraged to locate an interested applicant within 90 days.
 - Trainers may advertise, either individually or by leveraging Forever Branded Classifieds, the animals they have in training before the gentling requirements are complete but may not finalize any adoptions until gentling requirements have been verified complete as described within this guidebook.
- Using least resistance training methods (natural horsemanship gentling techniques), animals must meet the three minimum gentling requirements within the program to be eligible for adoption/sale through Branded Partnerships:
 - Halter and lead
 - Groom the animal and pick up all four feet
 - To meet the picking up of all four feet requirement, animals must allow all four feet to be picked up by the handler in preparation of standing for a farrier, picking of feet, etc.
 - Load/unload into a trailer
 - To meet the loading requirement, animals must either be capable of being led on to a trailer or through "sending" on to the trailer (vs. running an animal up the alley into the trailer).

These are the MINIMUM training requirements. Trainers are required to have all the requirements met and provide video proof to Forever Branded of all requirements being performed by someone other than the trainer before an application is finalized with the BLM.

- Trainers are required to prove through video submission and/or video conference that all the gentling requirements have been met before an adoption/sale application is finalized with the BLM. All requirements must be performed by someone other than the trainer and submitted

to the Branded Partnerships Manager for review. These materials are to be submitted through the Training Graduation Form and review of these materials may take up to seven (7) business days. BLM application reviews may take up to seven (7) business days to process.

- Trainers are not allowed to ride any animal 2-years-old or younger.
 - Provide Forever Branded with monthly progress reports while the animal is in the Branded Partnerships trainer's care. Progress reports are to be submitted through the Program Progress Report Form.
14. To receive payment from Forever Branded, all required paperwork must be submitted to Forever Branded within 60 days of the BLM adoption/purchase agreement being finalized. Failure to do so may result in a delay or forfeiture of payment. Additionally, the BLM is required to verify all adoption/purchase agreements for animals prior to Forever Branded issuing payment to program participants. This process is outlined in the Payments section below.
15. Applicants that have in the past or are currently participating in AIP (Adoption Incentive Program) are eligible to participate in Branded Partnerships as a trainer, however Forever Branded program enrolled animals are ineligible for AIP.
16. Trainers cannot advertise animals as FOR SALE, unless notified by BLM that the animal is sale eligible. The adoption or purchase price must be advertised as \$125 made payable to the BLM.
17. Trainers cannot charge any type of "holding," "deposit," "transportation," "training," "board," or "application" fees. Adopters/purchasers are only required to pay the \$125 adoption/purchase fee to the BLM. After the adoption/purchase is complete, trainers and adopters/purchasers may enter into private arrangements for continued training, boarding, etc. Please contact the Forever Branded PM for questions or suggestions on appropriate wording for advertising.
18. Trainers must agree to a return period of up to 30 days (or longer if the trainer desires) for adopted horses/ burros. See Safe Landing Policy outlined below for more details.
19. Trainers must commit to training a minimum of 4 horses/burros per year. Failure to take on at least 4 animals per year will result in review and possible non-renewal of the trainer's contract.

20. Trainers must agree to submit quality post-gentling adoption photos (and video, if available) and information for use by Forever Branded in promoting and aiding their successful placement.
21. Trainers must provide the approved applicant with the Adopter Assessment Form. This form is for the adopter/purchaser to complete to ensure each gentling requirement has been met. The form must be completed by the adopter/purchaser and verified by Forever Branded staff before payment will be made to the trainer.

22. Community Commitments

- Branded Partnerships trainers are required to offer up to 10 follow-up lessons with the adopter/purchaser, either in person or by video, for a fee of no more than \$40/each (paid to the trainer by the adopter). It is up to the adopter to accept this offer of assistance or not. The goal of these lessons are to ensure a successful transition and partnership between the horse/burro and their new adopter/purchaser. General information about this offering is available on the Adopter/Purchaser Information Sheet.
- Branded Partnerships trainers are required to host a minimum of 1 educational clinic for the public/new adopters each calendar year. These may either be done in person or via an online channel of the trainer's choice. Fees are to be determined by the trainer and paid directly to the trainer by the participants, however fees shall not exceed \$250/participant or \$75/auditor. The goal of these clinics should be to offer opportunities for new or interested adopters to learn new or advance their horsemanship skills in order to improve long-term placement of wild horses and burros. Clinic information can be shared to Forever Branded for promotion purposes through the Adoption/Clinic Event Form.

23. Some of the animals within the Branded Partnerships program may be sale eligible, meaning they are

available for purchase rather than adoption. The BLM will notify you if a horse or burro you select for training is sale eligible. The training process and requirements are the same for sale eligible animals: the gentling requirements, purchase price (\$125), and processes do not change.

24. The BLM is responsible for approving all applicants interested in adopting or purchasing an animal enrolled in Branded Partnerships. BLM staff will review applications in the order in which they are received.

Safe Landing Policy

Branded Partnerships trainers are required to participate in a return policy of at least 30 days to all adopters/purchasers (trainers may opt to extend this timeline when communicating with adopters/purchasers if they desire). This policy is to ensure a safe landing for all animals graduating the Branded Partnerships program that may not adequately transition into their new home.

Adopted Horses/Burros

Horses and burros that are returned to the original Branded Partnerships trainer will be reassigned to the trainer at the fee determined by the AO (paid by the adopter to the BLM). The Branded Partnerships trainer can then continue the training of that animal and offer them for adoption at the standard BLM fee plus their chosen training fee. Forever Branded will assist in the placement of these animals via the Forever Branded Classifieds listings. Trainers are responsible for providing Forever Branded photos, video and information of/about the animal to populate these listings.



Sale Authority Horses/Burros

Horses and burros that are returned to the original Branded Partnerships trainer will be done so at no cost to the trainer (meaning the original buyer of the animal may not charge the trainer a fee to take the horse/burro back into their care for rehoming). The Branded Partnerships trainer may then continue the training of that animal and offer them for sale at their chosen training fee. Forever Branded will assist in the placement of these animals via the Branded Partnerships Portal listings. Trainers are responsible for providing Forever Branded with photos, video and information of/about the animal to populate these listings.

Adoption & Sales Process

Please note: If the trainer refers an interested applicant to BLM to adopt or purchase an animal and the application is approved by the BLM, that adoption or purchase of the animal will continue unless BLM finds cause for halting or canceling the approval. Once both Forever Branded and BLM approve all required trainer and adopter paperwork, the trainer is obligated to release the animal to the BLM approved adopter/purchaser. Trainers should remind interested applicants that adoption applications are animal specific; adopters can only adopt the animal (horse or burro) as stated on the application.

1. Once animals in training are gentled and have met the minimum training requirements, an adopter/purchaser should be identified. Trainers are required to provide Forever Branded with quality photos and accurate information about the available horse or burro for advertising purposes. Videos are highly encouraged also, though not required. This information can be provided through online form. **IMPORTANT:** Before a horse/burro can be adopted, the trainer must provide video proof of the animal performing all gentling requirements by someone other than the trainer. This can be submitted via the Training Graduation Form.
 - For a trainer to be eligible for the Branded Partnerships payment, the animal must be in training for a minimum of 30 days and the animal must have been proven to meet all program requirements prior to adoption. Forever Branded will monitor the 30-day minimum training period rule for gentled animals from Branded Partnerships trainers. If an adopter is identified before the minimum 30-day training period is complete, BLM may begin processing adoption/sale paperwork to expedite transfer once training is completed. Branded Partnerships trainers will not be compensated until animals
- complete the 30-day minimum training period and animals are proven to meet program requirements however.
2. Once the trainer has identified a potential adopter/purchaser, trainers should provide the applicant with the BLM Application and Facility Form. Adopters are highly encouraged to complete the BLM Application and Facility Form through the [BLM Online Corral](#). This will expedite the approval process and streamline communication. If a paper application is selected, the combined application ([Form 4710-10](#)) must be sent to the trainer's AO. If the adopter resides in a different AO than the trainer's AO, the AO must send any official paperwork to the adopter's AO. The adopter's AO maintains the official file for the record.
 - The applicant should write the name of the Branded Partnerships trainer and freemark number of the animal on the digital application or at the top of the paper application. If needed, the BLM can verify the freemark and trainer information by contacting the adopter.
 - BLM MUST consider applications in the order they are received.
 - Mailing address for the Branded Partnerships trainer's BLM authorized officer, including mailing address and fax numbers can be found within the Program Hub and within this guidebook. Adopters are responsible for submitting their completed application to the appropriate BLM AO.
3. Once BLM has received the application, they will review it within ten (10) business days and, if approved, will email/mail the adopter/purchaser a Private Maintenance and Care Agreement (PMACA) or Bill of Sale (BOS). This form is to be signed by the adopter/purchaser and returned to the BLM, along with the placement fee of \$125 (made payable to the BLM). The [Online Corral](#) may also be used to complete and submit this paperwork for Branded Partnerships animals and is highly encouraged in order to expedite the application process. A return envelope will be provided with paper applications.
 - BLM will work and communicate with the adopter/purchaser to complete the application, not the Branded Partnerships trainer.
 - BLM will collect adoption and purchase fees. The adoption and/or purchase fee is \$125 per animal. The Branded Partnerships trainer is not allowed to charge any additional fees to the adopter while the animal is enrolled

- in Branded Partnerships. If the adopter/purchaser and trainer decide to enter into a private agreement following completion of adoption/sale for further training, that is allowable and not governed by Forever Branded or BLM.
4. Trainers should communicate with adopters/purchasers to obtain application status updates and encourage them to sign and return any paperwork in a timely manner. Once BLM has received the signed PMACA/BOS they will provide the adopter or purchaser with a packet to include:
 - A receipt for the paid adoption/purchase fee
 - A copy of the signed and approved PMACA for adopted animals.
 - A copy of the completed Bill of Sale for purchased animals.
 - Original health papers for the animal, if the Branded Partnerships trainer received copies.
 5. Once the adopter or purchaser has received the above from the BLM, the trainer may release the animal to the adopter/purchaser of record. BLM and/or Forever Branded will notify the Branded Partnerships trainer of the completed adoption/sale.
 6. It is not required, but is recommended, that both trainer and approved adopter/purchaser be on-site for the transfer.
 7. Adopters/purchasers have two weeks to make alternative arrangements for their adopted/purchased animal. Animals not picked up or arrangements made within the two weeks will be offered to the next approved applicant and the original adopter/purchaser will not be refunded any adoption/purchase fees.
 8. BLM will provide Forever Branded (and the adopter's AO if different than the Branded Partnerships trainer's AO) with confirmation of a Branded Partnerships placement within ten (10) business days of completion. An email consisting of the trainer's name, the adopter/purchaser's name, the freemark number, and the adoption or sales date should be sent to the PM from BLM by email within ten (10) business days. Please note that the Branded Partnerships trainer will not receive payment or release the animal until the adoption/purchase has been completed and confirmed by BLM. Forever Branded will track which animals are placed in the Monthly Report.
 - Forever Branded must receive the adoption or purchase confirmation from the BLM AO, not the Branded Partnerships trainer or adopter/purchaser.
 9. Trainers must complete and submit the Invoice Form to Forever Branded.
 10. Adopters must complete the Adopter Assessment Form online before payment will be released to the trainer. The link to this form will be emailed directly to the adopter to the email provided in their Adopter/Purchaser Information Sheet. Only adopters/purchasers will determine that the Branded Partnerships requirements have been met by completing the Adopter Assessment Form. If this form is forged by the Branded Partnerships trainer, they will be immediately removed from the program.
 11. A printed version of all forms can be made available upon request.
 12. Upon receipt of the Invoice Form and the Adopter Assessment forms, and notification of a completed adoption or purchase by BLM, trainers will be eligible for payment. Payment is made within ten (10) days of receipt and verification of all required documents. Please notify Forever Branded of any change in address or personal information. If Invoice Form and Adopter Assessment forms are not submitted to Forever Branded within 60 days of a completed adoption or purchase, payment may be forfeited.
 13. Trainers will not be compensated for animals that are adopted or purchased by the trainers themselves.
 14. BLM will not approve or accept Branded Partnerships program specific forms on behalf of trainers or applicants, including the Invoice Form or Adopter Assessment form. All Branded Partnerships forms should be sent directly to Forever Branded.
 15. Branded Partnerships trainers will not be compensated until all necessary forms have been completed and submitted. Forever Branded is responsible for all Branded Partnerships payments and will determine eligibility for payment.

Unadopted/Unsold Animals

Trainers are encouraged to find an applicant within 90 days of the animal's arrival and/or initiation of training. If an adoption or purchase has not been completed by day 90, Forever Branded will contact the trainer

to discuss the situation and develop a progress plan. Forever Branded may extend the training contract for 30 days. If there is no completed adoption or purchase by day 120, Forever Branded will give the trainers a 30-day return notice. Any unadopted or unpurchased animals may be returned, by appointment, to a designated BLM facility. Animals that are returned to the BLM facility before day 150 are still eligible for reimbursement by Forever Branded of up to \$200 in training costs. Animals must be adopted or purchased OR returned to BLM within 150 days of pick up. For any animals not adopted or purchased by day 151 the trainer MUST notify the appropriate AO and Forever Branded to make arrangements for further extension. If arrangements cannot be made, the animals in question must be immediately returned to the nearest BLM or Branded Adoption Center facility and Forever Branded notified of the return date and location.

Payments

Note: Payment will be made by Forever Branded to trainer within ten (10) business days after receiving and verifying all required paperwork.

- Within ten (10) days following receipt and verification of the completed Adopter Assessment and Invoice Form, trainers will be paid the following fees:
 - \$1,200.00 per wild horse or burro
- Branded Partnerships animals found to be placed without meeting all gentling requirements will be paid a flat rate of \$500. This is to be indicated by the adopter/purchaser on the Adopter Assessment Form, as well as by the Branded Partnerships trainer on the Invoice Form.
- ACH Payments: Branded Partnerships trainers are encouraged to complete the ACH payment form, included with their contract. This optional payment method allows for expedited payment via direct deposit to the designated account.
- In most cases (excluding holidays or other unforeseen circumstances), payments are made once per week.
- PREGNANT ANIMAL: If a jenny or mare foals during training, the trainer may receive compensation at \$2/day for a maximum of 100 days for the foal's care until the mare and foal are adopted. The trainer is responsible for submitting an Invoice Form to Forever Branded in order to receive the mentioned compensation.

Animals must be adopted or purchased and/or returned to the BLM within 150 days of pick up, unless an extension agreement has been made with Forever Branded/BLM. Furthermore, there will be no payment submitted to trainers after 150 days unless an extension agreement has been made between the trainer and Forever Branded/BLM.

Approved Branded Adoption Centers can operate in a series of different capacities including, but not limited to:

- Hosting placement events on site.
- Serving as a pick-up point for Branded Partnership trainers.
- Serving as a pick-up point for Branded Bonanza participants.
- Gentling and assisting BLM in placing animals themselves as a Branded Partnerships trainer (separate application and rules apply, see above).
- Serving as a return location for available animals returning from a BLM placement event.
- Serving as a pick-up point for Internet Adoption, if needed







BRANDED ADOPTION CENTER OVERVIEW

Branded Adoption Centers are designed to support adopters, trainers, and the BLM by acting as a private extension of BLM holding facilities. Branded Adoption Centers have the facilities necessary to hold and care for at least 20 wild horses or burros at one time, are strategically located relative to other BLM facilities and maintain a minimum annual placement rate. These facilities are operated by individuals with a proven track record of wild horse and/or burro handling, training and/or adoption, and are expected to operate at the highest level of professionalism, care, and discernment throughout their partnership with Forever Branded and the BLM.

To maintain Branded Adoption Center status, a minimum of 24 animals must be placed each fiscal year. These adoptions may take place through any combination of adoption events, Branded Partnership trainer pick-up, Branded Bonanza competitor pick-up, or BLM approved competition transfer, or Branded Partnership placement.

Application Process

1. Interested operators must complete a [Branded Adoption Center application online](#) to be considered. Paper applications can be made available, if absolutely necessary.
 - To be eligible, you must be able to demonstrate a proven track record of wild horse and/or burro handling, training and/or adoption, have the required BLM facilities in place at the time of application, and be able to house at least 20 animals at a time.
 - Only one Branded Adoption Center is allowed per state unless a special exception is made. That decision will be made by Forever Branded and the BLM in collaboration.
2. If eligible, Forever Branded will conduct either an in-person or virtual interview with the operator and contact all references provided.
3. Forever Branded and/or BLM AO will then conduct an in-person walk-through inspection of the facilities. BLM AO will complete the Facility Inspection Form and return it to Forever Branded within ten (10) business days of facility inspection. The Facility Inspection Form will include any BLM equipment on-site and the number of animals held specifically with that equipment.
4. Upon final review and approval, Forever Branded/BLM AO/PO and Branded Adoption Center operator will have an onboarding call to discuss procedures and guidelines.
5. Applicant will sign a Branded Adoption Center Contract, and Forever Branded will provide the BLM AO with a copy of the signed contract. Final operator approvals will also be provided in the Forever Branded monthly update to the field.
6. Yearly contract renewal will include facility inspections (physical or virtual) to ensure facility compliance, performance review, and guidebook/program compliance. If BLM AO is unable to complete the yearly inspection within 90 days of the renewal, they are responsible for providing Forever Branded staff with an alternate POC. If no alternate POC inspection is provided, Forever Branded staff will reach out to the PO or TA to continue the inspection process.
7. Branded Adoption Center operators may also participate as a trainer for Branded Partnerships. Separate eligibility, application process, rules, and regulations apply.

Pick-Up & Delivery

1. Branded Adoption Centers will pick up or arrange transport for their animals. BLM will contact Forever Branded with any questions regarding alternate pick-up requests.
2. Delivery is available via BLM transport to Branded Adoption Centers that are approved to house a minimum of 30 animals and has the facilities to receive the shipment safely. This ability will be evaluated at the time of initial facility inspection.

If requesting delivery of 30 or more animals, the Branded Adoption Center is required to coordinate with Forever Branded and the BLM AO to request and schedule a delivery. Deliveries of less than 30 animals are not available.

3. Forever Branded will submit the [Shipment Form](#) to the BLM AO or, when applicable, to the BLM National Shipping Coordinator.
4. Forever Branded will reimburse mileage to the Branded Adoption Center operator for trips over 500 miles round-trip to approved BLM facilities from the official Branded Adoption Center address once per quarter at the [current federal government mileage reimbursement rate](#). Receipts must be submitted along with the Invoice Form to Forever Branded.

Program Pick-Up & Returns

1. **BRANDED PARTNERSHIPS**

- Approved Branded Partnership trainers may pick up animals from Branded Adoption Centers.
- It is the responsibility of the Branded Adoption Center to coordinate with Forever Branded to determine the eligibility of the Branded Partnership trainer.
- If an approved Branded Partnership trainer picks up from a Branded Adoption Center or an animal in the Branded Adoption Center operator's care is transferred to the operator to complete Branded Partnership training, the Branded Adoption Center must complete the Invoice Form and return to Forever Branded and the operator's BLM AO within 24 hours of pick up. Any animal transferred from a Branded Adoption Center to the Branded Partnerships program (whether to the operator or to another approved trainer) will automatically be governed under the Branded Partnership Rules and Regulations from that point forward.
- Branded Adoption Centers can accept returned animals from Branded Partnerships trainers and/or adopters on a case-by-case basis. Branded Adoption Center operators are responsible for return of animals to BLM facility or satellite adoption. Sold animals are not eligible for return.

2. **BRANDED BONANZA**

- If a Branded Adoption Center is acting as a pick-up point for Branded Bonanza, they are responsible for all the load out unless otherwise arranged with the BLM AO. The same is true for private adoption events held by the Branded

Adoption Center operator. The BLM AO will still be responsible for working with the Branded Adoption Center operator/Branded Bonanza Manager to ensure all foster/adoption/sale forms are completed.

- If an Adoption Center receives yearlings for Branded Bonanza pick-up and not all are adopted/purchased, those yearlings are eligible to move through Branded Partnerships after event animal selection and pick-up. If the operator is not an approved Branded Partnerships trainer, unadopted yearlings must be returned to the BLM after the Branded Bonanza adoption window has closed.

Adoption & Sales Process

1. Once the operator has identified a potential adopter/purchaser, operators should provide the applicant with the BLM Application and Facility Form. Adopters are highly encouraged to complete the BLM Application and Facility Form through the [BLM Online Corral](#). This will expedite the approval process and streamline communication. If a paper application is selected, the combined application ([Form 4710-10](#)) must be sent to the operator's AO. If the adopter resides in a different jurisdiction than the operator's AO, the AO must send any official paperwork to the adopter's AO. The adopter's AO maintains the official file for the record.
 - The applicant should write the name of the Branded Adoption Center operator and freezemark number of the animal on the digital application or at the top of the paper application. If needed, the BLM can verify the freezemark and operator information by contacting the adopter.
 - BLM MUST consider applications in the order they are received.
 - Mailing address for the Branded Adoption Center operator's BLM office of jurisdiction, including mailing address and fax numbers can be found within the Program Hub and within this guidebook. Adopters are responsible for submitting their completed application to the appropriate BLM AO.
2. Once BLM has received the application, they will review it within ten (10) business days and, if approved, will email/mail the adopter/purchaser a Private Maintenance and Care Agreement (PMACA) or Bill of Sale (BOS). This form is to be signed by the adopter/purchaser and returned to the BLM, along with the placement fee of \$125

(made payable to the BLM). The [Online Corral](#) may also be used to complete and submit this paperwork for Branded Partnerships animals and is highly encouraged in order to expedite the application process. A return envelope will be provided with paper applications.

- BLM will work and communicate with the adopter/purchaser to complete the application, not the Branded Adoption Center operator.
 - BLM will collect adoption and purchase fees. The adoption and/or purchase fee is \$125 per animal. The Branded Adoption Center operator is not allowed to charge any additional fees to the adopter while the animal is enrolled in the Branded Adoption Center program. If the adopter/purchaser and operator decide to enter into a private agreement following completion of adoption/sale for further training or housing, that is allowable and not governed by Forever Branded or BLM.
3. Operators should communicate with adopters/purchasers to obtain application status updates and encourage them to sign and return any paperwork in a timely manner. Once BLM has received the signed PMACA/BOS they will provide the adopter or purchaser with a packet to include:
 - A receipt for the paid adoption/purchase fee
 - A copy of the signed and approved PMACA for adopted animals.
 - A copy of the completed Bill of Sale for purchased animals.
 - Original health papers for the animal, if the Branded Adoption Center operator received copies.
 4. Once the adopter or purchaser has received the above from the BLM, the adopted/purchased animal may be released to the adopter/purchaser of record. BLM and/or Forever Branded will notify the Branded Adoption Center operator of the completed adoption/sale.
 5. It is not required, but is recommended, that both operator and approved adopter/purchaser be on-site for the transfer.
 6. Adopters/purchasers have two weeks or make alternative arrangements for their adopted/purchased animal. Animals not picked up or arrangements made within the two weeks will be offered to the next approved applicant

and the original adopter/purchaser will not be refunded any adoption/purchase fees.

7. BLM will provide Forever Branded (and the adopter's AO if different than the Branded Adoption Center operator's AO) with confirmation of a Branded Adoption Center placement within ten (10) business days of completion. An email consisting of the operator's name, the adopter/purchaser's name, the freeze/mark number, and the adoption or sales date should be sent to PM from BLM by email within ten (10) business days. Please note that the Branded Adoption Center operator will not receive payment or release the animal until the adoption/purchase has been completed and confirmed by BLM. Forever Branded will track which animals are placed in the monthly update to the field report.
 - Forever Branded must receive the adoption or purchase confirmation from the BLM OOJ, not the Branded Adoption Center operator or adopter/purchaser.
8. Operators must complete and submit the Invoice Form to Forever Branded.
9. Upon receipt of the Invoice Form, notification of a completed adoption or purchase by BLM, and verification of all program requirements, operators will be eligible for payment. Payment is made within ten (10) days of receipt and verification of all required documents. Please notify Forever Branded of any change in address or personal information. If Invoice Form is not submitted to Forever Branded within 60 days of a completed adoption or purchase, payment may be forfeited.
10. Operators will not be compensated for animals that are adopted or purchased by the operators themselves.
11. BLM will not approve or accept Branded Partnerships program specific forms on behalf of trainers or applicants, including the Invoice Form or Adopter Assessment form. All Branded Partnerships forms should be sent directly to Forever Branded.
12. Branded Adoption Center operators will not be compensated until all necessary forms have been completed and submitted. Forever Branded is responsible for all Branded Adoption Center payments and will determine eligibility for payment.

Rules & Regulations

1. The BLM Wild Horse & Burro Program requires that animals transported for more than 12 hours (either picked up by the Branded Adoption Center

operator or delivered to the facility) should be allowed a rest period of five hours or more prior to formal viewing by the adopting public.

2. To maintain Branded Adoption Center status annually, Branded Adoption Center operators must meet the minimum quota of animals set by Forever Branded of 24 animals adopted/sold per year. This number will be set on an annual basis and provided to the Branded Adoption Centers at time of renewal and identified on the Monthly Report.
3. Branded Adoption Centers are required to renew on an annual basis or they will forfeit their status. Renewals will include a review, potential video or in-person conference, facility evaluation, and a renewed and signed Branded Adoption Center Agreement.
4. To maintain Branded Adoption Center status, operators are eligible to ONLY receive shipments of animals that are organized and coordinated by BLM/Forever Branded, except in special cases approved by BLM and Forever Branded officials. Any planned shipments from US Forest Service, would need to be communicated and approved by the BLM and Forever Branded as this may affect the operator's ability to receive the total number of allotted animals from BLM. Unauthorized receipt of animals from the US Forest Service will result in immediate and permanent removal of Branded Adoption Center status.

Payments

Note: Payment will be made by Forever Branded to operator within ten (10) business days after receiving and verifying all required paperwork.

1. **GENERAL DELIVERIES/PICK-UPS:** Branded Adoption Center operators will receive \$200 per animal within 10 days of arrival to their facility and Forever Branded receiving the completed Foster Care & Training Agreement.
2. **BRANDED PARTNERSHIPS PICK-UPS:** Operators can also act as a pick-up point for Branded Partnerships trainers. No additional payment on top of the general delivery payment of \$200 outlined in item 1 will be made for Branded Partnerships pick-up.
3. **BRANDED BONANZA PICK-UPS:** Branded Adoption Centers may serve as a pick-up point for Branded Bonanza events if deemed necessary by the event manager and agreed upon with the BLM. In this instance, the Branded Adoption Center operator would receive \$200 payment per animal for serving as the pick-up point and assisting with load out,

in the event that BLM personnel are not present. This fee is in addition to the \$200 animal arrival payment. Proof/confirmation of adopter event participation will be required to receive payment.

4. **UNTRAINED ANIMAL ADOPTION:** Branded Adoption Center operators will receive \$500 per untrained animal(s) when adopted/purchased through the adoption center. Any animals picked up for Branded Bonanza or Branded Partnerships transfer will fall under those respective guidelines and not be paid out as an untrained animal.
5. **ADOPTION EVENTS:** Branded Adoption Center operators are eligible to host an official adoption event at their facility, if desired. An adoption event is defined as offering at least 10 untrained animals for public adoption/sale and the Adoption/Clinic Event Form must be submitted to Forever Branded at least 30 days prior to the event. Operator must coordinate with their AO to handle adoption paperwork. Forever Branded will collaborate with the Branded Adoption Center operator and assist with the marketing of the event. Branded Adoption Center operators will receive \$600 for every animal adopted through an approved adoption event. Only adoptions/events scheduled through the proper channels defined above are eligible for this payment. Any animals picked up for Branded Bonanza or Branded Partnerships transfer will fall under those respective guidelines.
6. **TRAINED ANIMAL ADOPTION:** Branded Adoption Center operators have the option to enroll as a trainer in Branded Partnerships and operate as a dual entity; trainer and operator. As an approved Branded Partnerships trainer, the operator may pull untrained animals from their Branded Adoption Center to train and adopt through Branded Partnerships. In the event a horse/burro is transferred to Branded Partnerships and trained by the Branded Adoption Center operator, the operator/trainer will receive \$1,000 per animal when adopted/purchased (as the operator was initially paid \$200 upon animal arrival to their facility). All animals transferred to Branded Partnerships will be governed by Branded Partnerships Rules & Regulations, and must complete and send Forever Branded the required forms to receive payment.

Event Approval Process

1. Forever Branded PM will provide a detailed annual planning chart to the PO and BLM National Shipping Coordinator within the first quarter of each new

fiscal year or earlier. The annual planning chart will include requested Branded Bonanza events for that following fiscal year as well as requested animal numbers, application deadlines, pick-up dates and locations, event dates and locations, and the Forever Branded POC for each proposed event.

2. Once Forever Branded annual planning has been discussed and approved by Forever Branded and BLM, the PO and BLM National Shipping Coordinator, Forever Branded staff will communicate directly

with each BLM AO involved in a tentative Branded Bonanza event and Branded Bonanza pick-up.

3. BLM will identify a PAO for each event to coordinate with Forever Branded Marketing Director.
4. Forever Branded PM will coordinate with the TA to set up coordination calls throughout the planning process of each event to discuss any updates, needs and/or concerns.

BRANDED ADOPTION/SALE CENTER PAYMENTS

ADOPTION/SALE ROUTE	ANIMAL ARRIVAL PAYMENT	POST-ADOPTION/SALE PAYMENT	TOTAL
INDIVIDUAL ADOPTION/SALE	\$200	\$500	\$700
SCHEDULE PUBLIC ADOPTION/SALE EVENT*	\$200	\$600	\$800
BRANDED PARTNERSHIPS TRANSFER**	\$200	\$0	\$200
BRANDED BONANZA PICK-UP	\$200	\$200	\$400
BRANDED PARTNERSHIPS***	\$200	\$1000	\$1200

* Adoption/Sale events must be scheduled at least 30 days in advance and notice must be provided to Forever Branded.

** Branded Partnerships trainers may pick up from adoption/sale centers, but no additional payment will be made to the adoption/sale center operator in this instance.

***If an Adoption/Sale Center operator is also an approved Branded Partnerships trainer, they may transfer horses from the Adoption/Sale Center to Branded Partnerships and be paid as shown. Animals are governed by the program in which they are enrolled.











BRANDED BONANZA OVERVIEW

Branded Bonanza is designed as a community training event and open show, where aspiring and experienced wild horse and burro trainers are paired with an untouched animal and have at least 4–5 months to prepare them for either in-hand or under-saddle competition. Competitors have the option to reassign their animal following the competition and, in some cases, a competitive bid adoption may be available at the event. Additionally, the training event is paired with a wild horse and burro open show allowing existing adopters an opportunity to showcase their partnership in a fun, but competitive atmosphere. The goal of this competition is to create and foster the wild horse and burro community, offer opportunities to improve horsemanship through collaborative techniques, and set the animals up for success in their lives beyond holding.

Application Process

1. All prospective competitors will be required to complete a [Branded Bonanza application](#) along with 2 references that can speak to the prospective competitor's horsemanship, responsibility, facility, etc., in addition to the appropriate BLM paperwork depending on the animal availability for that event.
 2. Forever Branded will receive and complete an initial review of the application and references. The reviewers may request additional information from the applicant.
 3. Youth trainers are defined as ages 8–17-years old, and adult trainers are defined as 18-years-old and older. Youth trainers' parent, guardian, or adoption sponsor will complete the adoption/purchase application for the youth competitor.
 4. If there is a set pick-up date for the competition, Forever Branded will send applications to the BLM AO on a weekly basis. Forever Branded will have all approved applications to AO at least 2 weeks prior to the scheduled pick-up date.
 5. Depending on animal availability, the event structure will adapt to offer animals to competitors in one of three ways, or a combination thereof; foster, adoption, or sale authority. The respective paperwork for each option will be included and required within the application process.
- [Bonanza application](#). The application will be sent to the BLM AO for facility approval.
2. BLM will contact Forever Branded immediately with concerns regarding applicants and will provide documentation upon request (see Issues or Concerns section).
 3. BLM AO will review the applicant's facilities and application and render a decision to Forever Branded within ten (10) business days. Approval must indicate the number of animals the facility is approved for and will be based on BLM minimum facility requirements.
 4. BLM AO will keep a copy of the approved application on file to combine with the Foster/Care & Training Agreement after pick-up.
 5. Forever Branded will determine eligibility for the event and will communicate with applicants concerning final determination.

Sale Adoption (open to adult and youth trainers)

6. All adult applicants or the parent or guardian or adoption sponsor of youth applicants are required to complete and submit the [BLM adoption application](#) along with their [Branded Bonanza application](#). Competitors are highly encouraged to complete the BLM adoption application through the [BLM Online Corral](#) as this will expedite the application process. If competitors do not use the [BLM Online Corral](#) to submit their application and opt to attach a hard copy to the Branded Bonanza

Foster (open to adult trainers only; 18+)

1. Applicants will be required to submit photos and/or video of their facility with their [Branded](#)

application, the application will be sent to the BLM AO for approval. If the BLM Online Corral is used, the applicant will forward Forever Branded PM the approval email when/if received from the BLM.

7. BLM will contact Forever Branded immediately with concerns regarding applicants and will provide documentation upon request (see Issues or Concerns section).
8. BLM AO will review the applicant's application and render a decision to Forever Branded within ten (10) business days. Approval must indicate the number of animals the applicant is approved for and will be based on BLM facility requirements detailed above. BLM AO will keep a copy of the approved application on file.
9. Forever Branded will determine eligibility for the event and will communicate with applicants concerning final determination.

Sales Authority (open to adult and youth trainers)

1. All adult applicants or the parent or guardian or adoption sponsor of youth applicants are required to complete and submit the [BLM adoption application](#) along with their [Branded Bonanza application](#). Competitors are highly encouraged to complete the BLM AO adoption application through the [BLM Online Corral](#) as this will expedite the application process. If competitors do not use the [BLM Online Corral](#) to submit their application and opt to attach a hard copy to the Branded Bonanza application, the application will be sent to the BLM for approval. If the BLM Online Corral is used, the applicant will forward Forever Branded PM the approval email when/if received from the BLM.
2. BLM will contact Forever Branded immediately with concerns regarding applicants and will provide documentation upon request (see Issues or Concerns section).
3. BLM AO will review the applicant's application and render a decision to Forever Branded within ten (10) business days. Approval must indicate the number of animals the applicant is approved for and will be based on BLM minimum facility requirements. BLM AO will keep a copy of the approved application on file.
4. Forever Branded will determine eligibility for the event and will communicate with applicants concerning final determination.

Pick-Up Process

1. BLM will provide a list of participating corrals, Branded Adoption Centers, or satellite events at least 6 weeks prior to the pick-up date or window opening. If multiple pick-up locations are offered, Forever Branded works with the competitors to identify preferred pick-up location and coordinate animal shipments and ensure adequate animals are available at desired locations. Additionally, if multiple pick-up locations are offered, Forever Branded will direct Branded Bonanza competitors to contact the desired pick-up location at least 48 hours prior to requested appointment date. Appointment dates will be scheduled around the facility's individual schedule.
2. BLM must confirm that the Branded Bonanza competitor requesting to pick-up is approved.
3. If an animal is going to the competitor under [Foster Care/Training Agreement](#), BLM requires the Branded Bonanza competitor to complete/sign a [Foster Care/Training Agreement](#) prior to competitor taking animals to their facility. This form should not be sent to Forever Branded.
4. If animal is going to competitor through adoption/sale, competitor/adopter will be required to be on-site at pick-up to complete PMACA/Bill of Sale, etc.
5. BLM will provide Branded Bonanza competitors/adopters with original or copy of the health papers, including Coggins, BLM preparation record, Certificate of Veterinary Inspection and brand inspection depending on state regulations.
6. BLM will provide Forever Branded with an official list of animals fostered/adopted/sold for the event via email within 7 business days of pick-up.
7. BLM will send a copy of any foster care/training forms to the AO if different than the pick-up location, within seven (7) days of pick-up.
8. The folder given to competitors upon pick-up will contain a contact list including the point of contact information for the BLM and Forever Branded PM.
9. Youth Competitors: Adopters/purchasers (youth's parent, guardian, or sponsor) will provide their approved adoption applications or complete an adoption application and a Private Maintenance and Care Agreement (PMACA) or Bill of Sale at pick-up.
10. Adult adopters/purchasers will pay a \$125 adoption/sale fee and youth adopters will pay a \$25 adoption/sale fee.

11. For those picking up animals at corrals or satellite events, BLM will provide a hat or t-shirt to adopters/purchasers (if available).

Event Production

1. BLM will be present at competitor check in to read freemarkers.
2. At least one BLM staff member will be present at the Branded Bonanza competitor meeting to welcome competitors and answer program or adoption/purchase questions.
3. If BLM identifies the questionable health of an animal during an event, they will work together with Forever Branded staff to resolve the issue.
4. At least one BLM staff member will be on site through the end of each scheduled event.

Adoption & Sales Process

1. Forever Branded may facilitate a competitive bid adoption and will provide all auction services at the conclusion of the event. All horses and burros are eligible for the competitive bid adoption event should the competitor decide to enter them. Participation is not required by the competitor and competitors will be required to announce their intent to offer their horse or burro no later than 30 days ahead of the Branded Bonanza event to allow for adequate marketing.
2. In the case of adoptable animals offered at the event, BLM is responsible for reviewing applications, assigning bidder numbers, finalizing adoption paperwork, and collecting adoption fees on site.
3. In the case of any sale eligible animals offered at the event, Forever Branded will coordinate with the BLM to approve any necessary bidder paperwork and with the National Sales Coordinator to complete the sale immediately following the auction.
4. Following the Branded Bonanza event, BLM will provide Forever Branded with an invoice detailing the number of horses adopted or sold at the event so BLM can be reimbursed for the fees collected by Forever Branded. The invoice will be sent to the Forever Branded POC on BLM letterhead within 30 days after the event. If BLM fees were directly collected by BLM personnel onsite, no invoice will be sent.
5. Forever Branded will coordinate with the BLM AO and provide an event wrap-up report within seven (7) business days.

Rules & Regulations

1. [Full Branded Bonanza Rules & Regulations can be viewed online](#). In addition, competitors will need to note the following:
2. Only approved competitors may pick-up, train and place animals through Branded Bonanza.
3. BLM employees, Forever Branded employees, and their immediate family are not eligible to participate in Branded Bonanza. Additionally, any program employees who actively work for the BLM either directly or through prison equine training programs or other BLM agreements are ineligible for Branded Bonanza.
4. Competitors must have no prior convictions for violence, inhumane treatment of animals or violations under the Wild Free-Roaming Horses and Burros Act of 1971.
5. Competitors must be able to demonstrate, through the application and interview process, that adequate feed, water, and facilities are available to provide humane care in accordance with [CAWP](#) of any animal(s) accepted through this program.
6. Competitors must house the animal(s) in the United States.
7. The competitor's facility and trailer must meet BLM's requirements detailed above. Competitors will be responsible for transportation of the horse/burro(s).
8. Competitors must demonstrate to Forever Branded, through the application and possible interview process, a record of successfully gentling/training animals using least resistance training methods (natural horsemanship gentling techniques).
9. Competitors must understand that, until titled by the BLM, the animal cannot be sold, traded, or given away. Nor can they be neglected, abandoned, inhumanely treated, used as bucking stock or for other commercial purposes.
10. In the case of serious injury or death of the horse or burro, competitors are required to notify the Forever Branded PM and BLM AO within 24 hours of the occurrence. Competitors will be required to submit a veterinarian's report to Forever Branded (which will then be shared upon request with BLM PO and AO) within 24 hours. All costs to be covered by the trainer.
11. Competitors are not allowed to ride any animal 2-years-old or younger.

12. Branded Bonanza competitors are required to submit progress reports to Forever Branded throughout the training period. Progress reports include photos detailing animal condition, weight, and training progress. Exact progress report dates and expectations will be provided to the trainers upon pick-up.
 - Forever Branded will notify BLM of any animal welfare concerns made apparent through the progress reports.
13. Competitors/adopters must return all health papers at the event or to BLM if the animal is returned. Any adult competitor/adopter who withdraws from the competition may be given the option to either return the animal, adopt/purchase the animal themselves for \$125 (if fostered), or transfer it to the Branded Partnerships program (if competitor is an approved Branded Partnerships trainer).
14. Competitors that have in the past or are currently participating in AIP (Adoption Incentive Program) are eligible to participate in Branded Bonanza as a competitor, however AIP horses are ineligible for the Branded Bonanza program.
15. Competitors cannot advertise animals as FOR SALE, unless notified by BLM that the animal is sale eligible. The adoption or purchase price must be advertised as \$125 made payable to the BLM.
16. Competitors must agree to submit quality post-gentling photos (and video, if available) and information for use by Forever Branded in promoting and aiding their successful placement and promotion of the event.
17. The BLM is responsible for approving all applicants interested in adopting or purchasing an animal enrolled in Branded Bonanza. BLM staff will review applications in the order in which they are received.

Payout

All Branded Bonanza trainers will receive a one-time payment of \$500 upon arrival and participation in the competition. This payment is intended to offset costs associated with the training, care, and travel for the event. Only trainers who participate at the event are eligible for payment.

Branded Bonanza competitors may also receive event specific cash and/or prizes based on their performance at the competition. These payouts will take place at the conclusion of the event.

Additionally, should the competitor wish to reassign/sell their animal following the competition, they will retain 100% of either their set training fee or the full amount the animal brings during the competitive bid adoption at the event, if held. The standard BLM adoption or reassignment fees and paperwork would apply to any untitled animals. These payouts will take place at the conclusion of the event.





Section 4: ROLES & RESPONSIBILITIES



BRANDED ADOPTION CENTER FLOW



BRANDED PARTNERSHIP FLOW







STAFF & CONTACTS

SECTION 5: STAFF & CONTACTS



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